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REPORT NO. 22

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TOURIST ESTABLISHMENT OCCUPANCY

IN ONTARIO

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JULY AND AUGUST, 1967

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Parliament Buildings, Toronto, Ontario





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ONTARIO DEPARTMENT OF TOURISM AND INFORMATION

TOURIST ESTABLISHMENT OCCUPANCY REPORT

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Sampling Method

In order to calculate the occupancy of all types of tourist establishments in Ontario, by Vacation Area, during the months of July and August, ten per cent of each type of establishment licensed by the Ontario Department of Tourism and Information and the Liquor License Board of Ontario, i.e., hotel, lodge, motel, cottage, campsite, cabin (or other), were selected randomly in each of the 32 Ontario vacation areas.

One sampling card (see Appendix) was forwarded during the month of July, and another during the month of August to each selected establishment. Basic description of the establishment contacted was given on each card, and in addition, provision was made for three basic data on which the sample was based:

- (a) total number of rental units available
- (b) number of rental units occupied
- (c) selected weeks (in rotation)

Weeks for each month were selected randomly and transcribed on each card by Travel Research Branch. These survey cards were transmitted to the tourist establishments selected through the field staff of the Tourist Industry Development Branch, Ontario Department of Tourism and Information. Upon completion by the tourist establishments, they were mailed directly to Travel Research Branch, where the first screening was made, deleting those which were improperly filled out and calculations made.

If additional information on the method of calculation for each month, in each type of establishment, in all vacation areas, is desired, please contact Travel Research Branch at 135 Bloor Street East, Toronto 5.

The following tables include all occupancy indices, expressed in per cent, for groups of vacation areas, and each type of establishment, and also totals for the province.



Quite a wide range of rental units and establishments was tabulated. However, not all establishments supplied the required information; in some case data supplied was incomplete, and in another few instances, data was received too late to be included in the tabulation so that less than 10 per cent of all establishments were actually processed. In some instances, the number of establishments replying correctly was so low that the validity of the occupancy index is questionable.

This sampling will be carried out yearly during the months of January and July and we hope that with improved co-operation of establishment owners, validity of the occupancy index will improve.

The ten per cent random selection of tourist establishments will be changed, every twelve months.

The basic sampling method used was probability proportional to size. We hope that the occupancy index will prove useful to all those connected with the tourist industry.

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SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY  
BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT  
IN PERCENT - JULY 1967

DISTRICT	VACATION AREAS	% RESPONSE	TOTAL	HOTEL MOTOR HOTEL LLB	HOTEL (NOT LLB)	MOTEL	LODGE	COTTAGE	CABIN	CAMPSITE	OTHER
	(1) Kent-Essex	82									
	(2) Lambton-Sarnia	94									
	(3) Central Erie	59									
	(4) Mid-western	85	65	61	49	73	34	69	28	76	45
2	(19) Grey-Bruce	78	59	36	59	67	66	69	74	14	17
3	(5) Niagara Iroquois	69	70	72	n/a	69	52	85	52	78	66
4	(6) Metropolitan	64									
	(9) Great Pine Ridge	68	75	75	58	70	-	100	55	70	12
5	(7) Huronia-Lake Simcoe	52									
	(18) Muskoka	89	62	56	n/a	91	64	67	36	10	62
6	(8) Kawartha Lakes	63									
	(17) Haliburton	93	64	73	29	67	49	75	46	93	9
7	(10) Bay of Quinte	81									
	(11) Hastings Land O' Lakes	71									
	(12) Rideau Lakes-1000 Islands	65									
	(13) Seaway Valley	79	67	73	50	74	43	70	65	60	79
8	(14) Lower Ottawa Valley	83									
	(15) Upper Ottawa Valley	73									
	(16) Madawaska Valley	79	58	65	89	78	80	66	57	20	79
9	(20) Parry Sound-Georgian Bay	63									
	(21) Algonquin Park	-									
	(22) Nipissing	88									
	(23) Sudbury	58									
	(24) Manitoulin	71									
	(25) Algoma	64									
	(26) Golden Route - 101	89									
	(27) Timiskaming	67									
	(28) James Bay Frontier	-	70	67	7	77	76	78	80	25	29
10	(29) Upper Lake Superior	80									
	(30) Rainy River	58									
	(31) Lake of the Woods	84									
	(32) Patricia	89	62	66	67	81	35	78	70	43	40
AVERAGE TOTAL OCCUPANCY - 1967			66	68	54	75	56	74	52	41 <sup>(1)</sup>	56
AVERAGE TOTAL OCCUPANCY - 1966			69	63	-	76	61	76	53	81	59

NOTE: 1967 Sample: 957 Establishments selected in Sample  
699 Correct responses and tabulated  
73% Correct responses in percent of selected sample

1966 Sample: 770 Establishments selected for Sample  
529 Correct responses received and tabulated  
69% Correct responses, in percent of total sample

(1) NOTE: Sample Returns on Campsites were not satisfactory and the figures shown are not representative.





SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY  
BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT  
IN PERCENT - AUGUST 1967

DISTRICT	VACATION AREAS	% RESPONSE	TOTAL	HOTEL MOTOR HOTEL LLE	HOTEL (NOTLLB)	MOTEL	LODGE	COTTAGE	CABIN	CAMP SITE	OTHER
1	(1) Kent-Essax	61									
	(2) Lambton-Sarnia	56									
	(3) Central Erie	55									
	(4) Mid-Western	62	63	62	26	74	35	67	44	44	28
2	(19) Grey-Bruce	47	68	46	64	72	90	72	66	29	19
3	(5) Niagara Iroquois	52	72	72	n/a	76	41	92	44	66	50
4	(6) Metropolitan	47									
	(9) Great Pine Ridge	58	86	88	90	86	25	99	58	58	3
5	(7) Huronia-Lake Simcoe	52									
	(18) Muskoka	72	70	56	15	92	62	77	38	27	62
6	(8) Kawartha Lakes	51									
	(17) Haliburton	85	66	65	33	56	50	73	54	89	6
7	(10) Bay of Quinte	52									
	(11) Hastings Land O'Lakes	35									
	(12) Rideau Lakes-1000 Islands	56									
	(13) Seaway Valley	29	69	68	14	80	61	85	21	66	100
8	(14) Lower Ottawa Valley	38									
	(15) Upper Ottawa Valley	59									
	(16) Madawaska Valley	43	52	84	n/a	80	60	59	53	15	82
9	(20) Parry Sound-Georgian Bay	25									
	(21) Algonquin Park	-									
	(22) Nipissing	56									
	(23) Sudbury	50									
	(24) Manitoulin	86									
	(25) Algoma	50									
	(26) Golden Route - 101	56									
	(27) Timiskaming	33									
	(28) James Bay Frontier	33	69	70	16	72	62	75	70	41	33
10	(29) Upper Lake Superior	71									
	(30) Rainy River	36									
	(31) Lake of the Woods	56									
	(32) Patricia	56	60	66	n/a	83	40	61	77	26	80
AVERAGE TOTAL OCCUPANCY - 1967			68	73	42	79	56	75	48	41	40
AVERAGE TOTAL OCCUPANCY - 1966			66	68	-	72	60	64	44	n/a	45

NOTE: 1967 Sample: 955 Establishments selected in Sample  
503 Correct Responses received and tabulated  
53% Correct Responses (in percent of selected sample)

1966 Sample: 764 Establishments selected in Sample  
468 Correct Responses received and tabulated  
61% Correct Responses (in percent of selected sample)





SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY  
BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT  
IN PER CENT

	Year	Month	Total	Hotel		Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
				Motor	Hotel LLB							
Average Total Occupancy	1967	July	66	68		54	75	56	74	52	41	56
" "		August	68	73		42	79	56	75	48	41	40
Average Total Occupancy	1966	July	69	63		-	76	61	76	53	81	59
" "		August	66	68		-	72	60	64	44	-	45





SAMPLE SURVEY CARD

Number\_\_\_\_\_

Name of Establishment\_\_\_\_\_

Address\_\_\_\_\_

Vacation Area\_\_\_\_\_

PLEASE INDICATE MAIN TYPE OF ESTABLISHMENT OPERATED:

Hotel, Motor Hotel  
(L.L.B.)☐

Hotel☐

Motel☐

Resort-Lodge (A.P.)☐

Cottage☐

Cabin☐

Campsite☐

Other☐

PLEASE COMPLETE THE FOLLOWING FOR THE WEEK OF:

\_\_\_\_\_(Inclusive)

If you have more than one type of rental unit in your establishment,  
please name and give their occupancy separately:

Type of Establish- ment	Units Avail- able	NUMBER OF UNITS OCCUPIED ON:						
		Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
1								
2								
3								

Note: For the purpose of this survey a room is to be considered fully occupied even if being used  
by only 1 person.

PLEASE RETURN COMPLETED CARD AS SOON AS POSSIBLE AFTER SURVEY DATE. THANK YOU.







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